

WORLD FAIR CORPORATION
200 Civic Auditorium
Seattle 9, Washington

January 17, 1958

FACT SHEET NO. 1

WHY A WORLD FAIR?

1. Dollars and cents to the community.

While both New York and San Francisco World Fairs showed a deficit (due primarily to war conditions in Europe and the fact both were held during the same period) they benefited their communities immeasurably.

- (a) New York fair officials estimated their fair generated a billion dollars in new spending from an attendance of 44,934,000.
- (b) San Francisco, with a modest investment of but 33 million dollars, reaped 75 million dollars from tourist spending alone, in addition to 50 million dollars in payrolls and employment stimulated by the fair. Similar benefits were experienced throughout the state. Attendance was almost 15 million.
- (c) Chicago's World Fair, in addition to bringing more than one hundred million dollars to the area, also showed a profit of \$600,000, and drew a paid attendance of more than 39 million.

2. Trade stimulation.

The need for an international exhibition such as that planned for Seattle is apparent in a look at Seattle's waning prestige as "Gateway to the Orient." This prestige hit its peak in the years following the Alaska-Yukon-Pacific Exposition, which for the first time put Seattle on the world map. Despite the sincere and dedicated work of numerous groups, Seattle in succeeding

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years has failed to keep pace with other Pacific Coast ports in attracting a diversity of industry or a healthy trade with countries of the Pacific Rim. Seattle's future is inexorably linked with the 900 million people of the Pacific Rim, many of whom today look toward the United States in establishing their self-sufficiency. Whether this trade and the structure of their political and economic life is to be shaped by the United States or by the Soviet Union will be determined in coming years by our actions and attitudes of friendship toward these peoples. They form the largest single ground of customers for our products - customers which must be found if Seattle and Washington are to take their place as a prosperous commercial area built on a solid foundation of diversified industry.

A World Fair, which provides a glittering showcase for potential customers to show their wares and handicraft and to become exposed to what this state has to offer in exchange, also serves another purpose. It provides these nations, many of them newly-formed and seeking expression and guidance, with a marketplace for the exchange of ideas, on both an economic and cultural level.

3. The example of Brussels.

Today the city of Brussels, only slightly larger than Seattle, has propelled itself into world-wide prominence through the medium of its World Fair. A few years ago, most of the world's peoples regarded Brussels as but another European trading center. Today, on the eve of the opening of its international exhibition, it already is being termed "the capital of the new Europe." (REMEMBER THAT THE BULK OF THE COST OF THE BRUSSELS EXPOSITION IS BEING BORNE BY THE EXHIBITORS AND CONCESSIONAIRES.)

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Seattle can become the commercial capital of the Pacific Rim countries, an eminence it deserves through its location and other natural heritages, only if it finds a dramatic means to advertise its products and demonstrate its friendship to these potential customers.

THEREFORE, ONE OF THE PRIMARY PURPOSES OF THE WORLD FAIR HERE
WILL BE TO DRAW NEW CUSTOMERS FOR OUR WARES, STIMULATE TRADE,
AND ESTABLISH A BASIS FOR UNDERSTANDING WITH OTHER COUNTRIES THAT
IS SO NECESSARY IF WE ARE TO COMPETE WITH OTHER PACIFIC COAST PORTS.

WHY THE EMPHASIS ON PACIFIC RIM COUNTRIES?

Obviously Seattle cannot stage a fair of the magnitude of that being opened this spring in Europe. Brussels is a European crossroads - it's exhibition naturally emphasizes European cultures. Seattle is a Pacific crossroads - and it can capitalize on Brussels de-emphasis of the Pacific Rim by attracting these countries - Japan, the Philippines, India, Australia, Mexico, Latin America, and others - as major exhibitors.

WHAT OTHER BENEFITS WILL ACCRUE TO THE STATE FROM A WORLD FAIR?

1. One of the obvious answers is tourists, now emerging as one of our state's largest industries. San Francisco's tourist graphs show that not only did the fair attract millions of out-of-state visitors, but that it created a ground swell of interest that accelerated tourist travel each year since that time.

The Stanford Research Institute estimates that the opening year of the fair would result in an attendance of from 8 to 12 million persons, most of

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them out-of-state visitors. Such an attendance, it is estimated, would result in spending comparable to the establishment of an industry employing 10,000 persons.

Additionally, there would be the commercial stimulus stemming from the creation of a multitude of fair payrolls - construction workers and artisans of all types, as well as the thousands of concessionaire employees.

2. Tax Revenue.

The State Commission estimates that in one year of operation the World Fair would return to the State of Washington \$1,600,000 in taxes. This is based on \$800,000 in estimated attendance taxes, and a similar amount from sales taxes on gasoline, oil, etc. These figures do not include the amount of taxes gained through the multi-million dollar fair construction program, nor from the large spending of on-the-ground visitors at restaurants, hotels, etc. A conservative estimate would be that the fair could return to the state treasury almost half of the amount it allocated for the exhibition development. Similar tax benefits would accrue to the City of Seattle.

3. The Civic Center.

If the physical plans for the fair can be realized, they will provide Seattle with a 90 acre Civic Center and downtown park unparalleled in any other comparable city.

Seattle's Civic Auditorium today is adequate only for a city half its size. Even with completion of the \$7,500,000 Civic Center approved by Seattle voters, the city would be woefully deficient, both in site and buildings, in a civic center for a growing metropolis. If the Legislature had not acted in providing an additional \$7,500,000 which makes the world

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fair possible, Seattle would within the next few decades be faced with either seeking a new site for its civic center, or in entering into condemnation proceedings which would be enormously expensive due to the northward growth of the business section.

The 90 acre World Fair site now being acquired will serve the city's needs for another 75 years. Such an area can be adapted to a multitude of uses which undoubtedly will present themselves in the coming years; underground parking, a sports center, an aquarium, a maritime museum, a junior college, expanded music and arts facilities, and an international center for the promotion of trade and friendship. Many of the buildings constructed by exhibitors could serve these purposes immediately after the fair was over. The transformation of a semi-blighted area into an attractive downtown civic center and park will heavily increase the surrounding property values, a contribution not only to the beauty of the city, but a solid contribution to increased tax receipts for the city.

WHERE IS THE MONEY TO COME FROM?

In posing this question, some thoughtful citizens have lost sight of the fact that in all international exhibitions of the type being built here, the bulk of the costs are paid by the exhibitors themselves.

For example, almost two-thirds of the cost of the New York World Fair (about 120 million) was borne by foreign governments, other exhibitors and concessionaires.

For an even better comparison, San Francisco spent approximately 33 million dollars on its World Fair. This is a figure that if translated into today's dollar, compares favorably with the proposed cost of Seattle's fair.

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Where did this 33 million come from?

The San Francisco World Fair Corporation, through the issuance of bonds, raised 11 million dollars.

The Federal government, through the WPA, allocated 7 million dollars, mostly for site preparation.

THE LARGEST SHARE - 15 MILLION DOLLARS - WAS PAID FOR BY THE EXHIBITORS THEMSELVES.

At Brussels, the Belgian government provides only the land for the major exhibitors. Major exhibitors construct their own buildings under approval of a design standards board, and must pay a monthly payment for maintenance and utilities. In addition the Belgian government charges taxes against exhibitors.

THE LARGER PART OF THE COST OF THE BRUSSELS FAIR IS PAID FOR BY THE EXHIBITORS.

HOW ABOUT U. S. SUPPORT?

Why should the government, at this critical time, pay part of the cost of the fair?

The Federal Government is keenly aware of the value of international exhibitions in showing the world the cultural and material benefits of the American Way of life. The US Department of Commerce, through its Office of International Trade Fairs, is using US funds for direct participation in 14 major and 55 smaller international exhibitions throughout the world during 1958.

The US has invested \$12,345,000 at Brussels.

PUBLIC EXPRESSION ON WORLD FAIR PROPOSAL.

Plans for a World Fair were initiated in 1955 by the State Legislature at which time a seven man World Fair Commission was appointed by Gov. Arthur B. Langlie, the President of the State Senate and the Speaker of the State House of Representatives. The bi-partisan commission was continued and strengthened during the administration of Gov. Albert D. Rosellini.

In 1955 and early 1956 a survey was conducted by Dr. Nathaniel H. Engle, director of Business Research, and Professor Charles J. Miller, executive officer, Department of Marketing, Transportation and Foreign Trade at the College of Business Administration of the University of Washington. The survey was launched "to determine the sentiment of the people in the State of Washington concerning a World Fair."

The survey included personal interviews with key executives and civic leaders throughout the state and a mail canvass of 400 representatives of business, labor, government, education and civic leaders. The World Fair Commission reported that "as a result of this survey such a fair in the opinion of this representative group in the state would be of great value in stimulating interest in Washington State and in the cultural and economic growth of the State of Washington and the Pacific Northwest." Of those polled 98 percent favored the Fair.

Site surveys.

Additional surveys were conducted to determine a site. From 1955 on, a diligent search for a proper site was made by the Subcommittee on Sites which included members of the Seattle City Planning Commission, the Washington State Chapter of the American Institute of Architects, the American Institute of Planners, the King County Planning Commission, and Allied Arts of Seattle.

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Numerous sites were considered. Following the lead of the Civic Center Advisory Committee, a group completely separate from the World Fair planners, in unanimously adopting the Civic Auditorium area as the zone for a new Civic Center, the World Fair Commission in 1956 unanimously voted to coordinate the World Fair program with the City of Seattle in developing the Civic Center site.

LEGISLATIVE CONSIDERATION.

The World Fair today is following the original goal outlined in 1955 by the World Fair Commission in these words:

"Purposes

The objectives of holding a World Fair through a 'Festival of the West' in the State of Washington have been determined as follows:

1. To create a better relationship with the lands across the sea, especially those of the Pacific Rim, and become the unquestioned 'Gateway to the Orient.'
2. To give impetus to our fast growing tourist industry, the general stimulation of business, by showing the greatest scientific and cultural accomplishments of the Orient and the Occident in this atomic and electronic age.
3. To dramatize our leadership as the most progressive section of the Nation in industrial development and natural resources.
4. To work in harmony with the City of Seattle in creating permanent buildings, which will reflect the vigorous development of this newest frontier, and which will result in permanent improvements to the City and State and reflect in design our 'Gateway to the Orient.'"

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The Votes.

The fair was launched on its present course in 1957 by the State Legislature after careful, bi-partisan consideration. A bill creating the fair was introduced immediately after the session convened, thus giving members ample time to consider its worth. The bill was considered by the Committee on State Government, which reported back with a do pass recommendation. On January 30, it passed the Senate 45 to 0. The bill received similar consideration in the House where on February 14 it passed 90 to 1.

The language of the bill gave the World Fair Commission a clear mandate to carry out its duties in these words:

"In addition to powers prescribed by chapter 24.04 RCW, the world fair commission through the corporation formed by its members shall stage a world fair within the state of Washington during the year 1960 or as soon thereafter as deemed practical by the commission and shall dramatize the history, accomplishments, and resources of the state by suitable exhibits."

A separate measure was then introduced to provide financing for the World Fair. As finally approved, the financing did not preempt any existing revenue, but stemmed from a measure doubling the state corporation fees, which had not been increased in 25 years and were far below the level of our neighboring states. This measure was carefully considered by the House and Senate Committee on Ways and Means and the Committee on State Government, both of which recommended its passage. The bill financing the fair was passed in the House by a vote of 82 - 2 and in the Senate by a vote of 30 - 3. To date, \$1,500,000 has been raised through its passage.

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WHY A FAIR IN 1961?

The year 1961 provides an excellent theme from a local, national and international standpoint. On the state level, it represents the 100th birthday of the University of Washington. Nationally and internationally it is of particular significance in that it is the centennial of the final fixing of the US-Canadian border. The final marker in this, the world's oldest peaceful frontier, was placed facing the Pacific at Point Roberts in 1861. The fair will spotlight for world attention this proof that the American creed of peoples living together in peace and brotherhood is no mere propaganda boast but a fact chiseled on the markers of a border 3,200 miles long, unmarred by any fortification or military installation.